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# MARKETPLACE

# For Recycling Commodities

Kentucky Recycling Assistance Section

April 2017

# Plastics releases 'Plastic Bottles Today' report

As reported in *recycling today*, The <u>Plastics</u> <u>Industry Association (Plastics)</u> has released a new Plastics Market Watch report, <u>"Plastic Bottles Today: Innovating to Reach Today's Consumer,"</u> which shows that demand for plastic bottles continues to grow in the United States.

The association's Plastics Market Watch series highlights the growing reliance on and benefits of using plastic materials in multiple end markets.

Plastic bottles and jars represent approximately 75 percent of all plastic containers by weight, according to Plastics.

In 2016, for the first time, bottled water consumption exceeded carbonated soft drinks in sales in the U.S., growing 8.5 percent, according to the <a href="Beverage Marketing Corp.">Beverage Marketing Corp.</a>
Further, plastic accounted for 41.2 percent of all beverage packaging units in 2016, according to same group. Given the increased consumer demand for plastic bottles, Plastics says its new study is a timely look into the trends that shape the plastic bottling sector.

"The bottling segment of our industry is projected to grow 6 percent over the next three years," says Plastics Senior Vice President of Membership and Business Development Mark Garrison.

## **Plastics Recycling 2017 conference**

Recycling Assistance Section staff attended the Plastics Recycling 2017 conference and have shared some highlights gathered there.

#### **Making Plastic More Desirable**

- The Sustainable Packaging Coalition (SPC) is working on resource management through communication and education.
- More companies are trending towards recyclable or compostable packaging making plastic less desirable. Primarily due to the lack of a standardized method for evaluating chemicals and materials used in plastic containers.
- Efforts are underway to make plastic more desirable.
- Goal Eliminating toxicity through better communication and sharing of information (Transparency)

#### **New Labeling Being Developed**

- A new How2Recycle labeling system is being developed to help manufactures and consumers make better choices when choosing products and recycling of packaging.
- The goal being better interpretation = more material being recovered.

### **Plastic Recycling Market Status**

- The PET plastic market is largely affected by petroleum prices and environmental laws.
- A weak economy weighs heavily on the growth of plastic values because it costs more to recycle plastic than paper or cardboard.
- Using less material in plastic packaging (Light weighting) is one way manufactures are combating the cost. However light weighting means less durable packaging, issues with and a less valuable recyclable product

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Kentucky Recycling Assistance Section

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